

**CITY OF HOLLYWOOD, FLORIDA  
DEPARTMENT OF DEVELOPMENT SERVICES  
DIVISION OF PLANNING AND URBAN DESIGN**

**DATE:** September 9, 2025 **FILE:** 23-DP-52

**TO:** Planning and Development Board

**VIA:** Anand Balram, Assistant Director/Chief Planner

**FROM:** Carmen Diaz, Planner III

**SUBJECT:** Design and Site Plan for an eight-story mixed-used development consisting of 44 residential units and approximately 1,500 square feet of commercial space in the FH-2 zoning district within the Regional Activity Center (Parkside Vue – 1807-1809 Madison Street).

**REQUEST:**

Design and Site Plan for an eight-story mixed-use development consisting of 44 residential units and approximately 1,500 square feet commercial space in the FH-2 zoning district within the Regional Activity Center (Parkside Vue – 1807-1809 Madison Street).

**RECOMMENDATION:**

Design: Approval

Site Plan: Approval, if the Design is granted with the following condition:

1. Prior to the issuance of a Building Permit, a Unity of Title for both lots, in a form acceptable to the City Attorney, shall be submitted and recorded in the Public Records of Broward County, by the City of Hollywood, prior to the issuance of a Certificate of Occupancy (C/O) and/or Certificate of Completion (C/C).
2. Applicant to provide response from FDOT regarding dedication on Federal Highway at time of building permit.

**BACKGROUND**

The proposed project will be located on two adjacent vacant parcels at 1807 and 1809 Madison Street. The western parcel, located at 1809 Madison Street, previously contained a structure that was demolished in 2009 and has remained vacant since. The eastern parcel, 1807 Madison Street, fronts Federal Highway and has remained undeveloped since its original designation. Together, these lots provide an ideal opportunity for infill development that supports the ongoing revitalization of the area.

## REQUEST

The Applicant requests a Design and Site Plan approval for a mixed-use development consisting of 44 residential units and approximately 1,500 square feet of commercial area. The subject property is zoned 'Federal Highway Medium-High Intensity Mixed Use District' (FH-2) and has a land use designation of 'Regional Activity Center' (RAC). The property is approximately 0.34 acres in area.

The proposed building is an eight-story mixed-use development featuring one-bedroom, one-bedroom plus den, and two-bedroom residential units. The building will rise to a height of 80 feet, well below the 140-foot maximum permitted within the FH-2 zoning district.

The ground floor will feature commercial space, a lobby, and a reception area oriented towards Federal Highway, promoting an active and engaging streetscape. A parking garage will be located at the rear of the building, with vehicular access provided via Madison Street, in accordance with Code recommendations for side-street access. Pedestrian access will be through the primary entrance on Federal Highway.

Residential amenities include a pool and pool deck located on the fourth floor. The development provides designated parking that fully complies with zoning requirements, including spaces for each residential unit and commercial use, as well as ADA-compliant spaces, guest parking, and electric vehicle charging stations.

The proposed design complies with all required setbacks as stipulated by the FH-2 zoning district. The Applicant is providing right-of-way dedications at both corners of Federal Highway, specifically at the intersections with Madison Street and the alley. The proposed building meets the required setbacks at both locations. However, at the time of the building permit, the Applicant shall submit a letter from the Florida Department of Transportation (FDOT) confirming that the right-of-way dedications are sufficient and comply with all applicable requirements.

The architectural design of the building is modern and contemporary, featuring articulated façades with glass and aluminum balconies framed in stucco. Window styles and sizes are generally uniform, contributing to a rhythmic and cohesive visual aesthetic. A vibrant color palette, incorporating earth tones highlights key architectural elements and adds visual interest, creating textural variety and depth. Landscape areas are primarily oriented towards Federal Highway and Madison Street, enhancing the development's streetscape presence. The landscape plan includes a diverse selection of native plant species, supporting sustainability and complementing the overall design approach.

The Applicant has worked with Staff to ensure that all applicable regulations are met. The design is a positive example of the vision for the Regional Activity Center. Development of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for development within the community.

## SITE DATA

<b>Owner/Applicant:</b>	Las Villas JDL, LLC.
<b>Address/Location:</b>	1807-1809 Madison Street
<b>Net Size of Property:</b>	14,934 sq. ft. (0.34 acres)
<b>Land Use:</b>	Regional Activity Center (RAC)
<b>Zoning:</b>	Federal Highway Medium-High Intensity Mixed Use District (FH-2)
<b>Present Use of Land:</b>	Residential Multifamily
<b>Year Built:</b>	Vacant
<b>Gross Floor Area:</b>	43,272 sq. ft.
<b>Average Unit Size:</b>	667 sq. ft.
<b>Parking</b>	62 parking spaces
<b>Bicycle Parking:</b>	6 bicycle spaces.

## ADJACENT LAND USE

<b>North:</b>	Regional Activity Center (RAC)
<b>South:</b>	Regional Activity Center (RAC)
<b>East:</b>	Regional Activity Center (RAC)
<b>West:</b>	Regional Activity Center (RAC)

## ADJACENT ZONING

<b>North:</b>	Federal Highway Medium-High Intensity Mixed Use District (FH-2)
<b>South:</b>	Federal Highway Medium-High Intensity Mixed Use District (FH-2)
<b>East:</b>	Governmental Use (GU)
<b>West:</b>	Federal Highway Medium-High Intensity Mixed-Use District (FH-2)

## CONSISTENCY WITH THE COMPREHENSIVE PLAN

Located within the Regional Activity Center the subject site is surrounded by residential uses, with commercial uses fronting Federal Highway. The goal of the Land Use Element is to *promote a distribution of land uses that will enhance and improve the residential, business, resort, and natural communities while allowing landowners to maximize the use of their property*. The intent of the Regional Activity Center land use designation is to *encourage redevelopment or development of areas that are regionally significant. The major purposes of this designation are to facilitate multi-use and mixed-use development, encourage mass transit, reduce the need to automobile travel, provide incentives for quality development, and give definition to the urban form*. Development of this site enhances the neighborhood, encourages redevelopment of the area, and provides a model for new development within the Regional Activity Center. The project is consistent with the Comprehensive Plan based on the following Objectives:

**Objective 4:** *Promote improved architectural and streetscape design standards, code enforcement, economic development, neighborhood planning, and public information dissemination to maintain and enhance neighborhoods, businesses, and tourist areas.*

**Objective 6:** *Encourage multi-use areas and mixed uses concentrations of density near existing or planned major employment centers and major transportation routes in order to promote energy*

*conservation and mass transit, preserve air quality, reduce the cost of services, encourage affordable housing, and promote economic development.*

## **CONSISTENCY WITH THE CITY-WIDE MASTER PLAN**

The project is located in Sub-Area 2, geographically defined by the Intracoastal Waterway to the east, Dixie Highway to the west, Sheridan Street to the north and Pembroke Road to the south. This area includes residential neighborhoods and the Downtown. The proposed request is consistent with City-Wide Master Plan based upon the following:

***Guiding Principle:*** *Promote the highest and best use of land in each sector of the City without compromising the goals of the surrounding community.*

***Policy CW.15:*** *Place a priority on protecting, preserving, and enhancing residential neighborhoods.*

## **APPLICABLE CRITERIA**

**Analysis of Criteria and Findings for Design** as stated in the City of Hollywood's Zoning and Land Development Regulations, Article 5.

**CRITERIA 1:** *Architectural and Design components.* Architecture refers to the architectural elements of exterior building surfaces. Architectural details should be commensurate with the building mass. Design of the building(s) shall consider aesthetics and functionality, including the relationship of the pedestrian with the built environment. The design should consider architectural elements that are characteristic of the surrounding neighborhood.

**ANALYSIS:** The proposed development presents a contemporary design that aligns with and exemplifies the vision for the Regional Activity Center. Its architectural expression is defined by a series of articulated volumes and geometric forms, with thoughtful design elements that frame and enhance the building's façade. The use of varied, high-quality materials, including stucco, glass, and aluminum balconies, along with a consistent window pattern on the upper floors, contributes to a modern aesthetic that is respectful of the surrounding neighborhood context rather than intrusive. The ground-floor commercial frontage along Federal Highway features expansive glass storefront windows, activating the streetscape and fulfilling the Code's requirement for pedestrian-oriented, active uses. Overall, the project offers a forward-thinking design that not only enhances the character of the area but also serves as a catalyst for future high-quality development within the Regional Activity Center.

**FINDING:** Consistent.

**CRITERIA 2:** *Compatibility.* The harmonious relationship between existing architectural language and composition and proposed construction, including how each building along the street relates to the whole and the pattern created with

adjacent structures, and the surrounding neighborhood; and with the established and adopted vision for the area.

**ANALYSIS:** The architectural styles and elements of the proposed development do not exhibit architectural features and styles that are insensitive and incompatible to the surrounding neighborhood. The architectural styles of the surrounding community vary. The design is not intrusive and introduces a fresh look to the neighborhood and Federal Highway that helps to propel a sense of community.

**FINDING:** Consistent.

**CRITERIA 3:** *Scale/Massing.* Buildings shall be proportionate in scale, with a height which is consistent with the surrounding structures; and with the established and adopted vision for the area. Building geometries shall reflect a simple composition of basic architectural details in relation to its length, width, height lot coverage, and setting of the structure in context with adjacent buildings.

**ANALYSIS:** The Applicant has worked with Staff to design a proposal that is compliant with zoning regulations as it pertains to height, FAR, setbacks, parking, and landscape requirements. The proposed scale is consistent with the vision of the Regional Activity Center and zoning district.

**FINDING:** Consistent.

**CRITERIA 4:** *Landscaping.* Landscaped areas should contain a variety of native and other compatible plant types and forms and be carefully integrated with existing buildings and paved areas. Existing mature trees and other significant plants on the site should be preserved.

**ANALYSIS:** The Applicant has worked with the City Landscape Reviewer to incorporate a variety of compatible plant types and forms into the design. The proposed landscape helps articulate the property and enhance the design of the proposed building. The landscape plan incorporates an array of native trees, palms, and shrubs.

**FINDING:** Consistent.

## **SITE PLAN**

The Technical Advisory Committee (TAC) found the proposed Site Plan compliant with all regulations as set forth in Article 6 of the Hollywood Zoning and Land Development Regulations, on July 8<sup>th</sup>, 2025. Therefore, Staff recommends approval.

The following standards shall be utilized by the Technical Advisory Committee and the Planning and Development Board in the review, evaluation, and approval of all required plans and exhibits:

- A. *Natural Environment.* All proposed development shall be designed in such a manner as to preserve, perpetuate, and improve the existing natural character of the site. Existing trees and other landscape features shall, to the maximum extent possible, be preserved in their natural

state; and additional landscape features shall be provided to enhance architectural features, to relate structural design to the site, and to conceal unattractive uses. In all instances the city's tree protection, landscaping and all other applicable regulations shall be fully complied with as minimum standards.

- B. *Open space.* Adequate landscaped open space shall be provided which meets the particular needs and demands of the proposed development and all specific zoning district requirements. Legal methods assuring the continued preservation and maintenance of required open space shall be submitted to and approved by the City Attorney. The type and distribution of all open space shall be determined by the character, intensity and anticipated residential or user composition of the proposed development.

1. Passive open spaces (those areas not planned for intensive activity) shall be arranged as to enhance internal spatial relationships between proposed structures, to provide buffers between the project and adjacent less intensive uses, to facilitate pedestrian movements within the development, and to improve the overall visual quality of the site.

2. Active open spaces (those areas containing activities such as playgrounds, tennis courts, swimming pools and other active recreational facilities) shall be located so as to permit easy access to all residents or users within a development. Private recreational facilities and activities within specific projects shall, wherever possible, complement, rather than duplicate, nearby public recreational activities.

- C. *Circulation and parking.* All circulation systems and parking facilities within a proposed development shall be designed and located in such a manner as to comply with the following:

1. A clearly defined vehicular circulation system shall be provided which allows free movement within the proposed development while discouraging excessive speeds. Said systems shall be separated insofar as practicable from pedestrian circulation systems. Pavement widths and access points to peripheral streets shall be provided which adequately serve the proposed development and which are compatible and functional with circulation systems outside the development.

2. Whenever possible in proposed residential developments, living units should be located on residential streets or courts which are designed to discourage nonlocal through traffic.

3. Off-street parking areas shall be provided which adequately accommodate maximum vehicle storage demands for the proposed project and are located and designed in such a manner to conveniently serve the uses to which they are accessory and not create incompatible visual relationships.

4. Safe and efficient access to all areas of the proposed development shall be provided for emergency and service vehicles, as required by the Florida Building Code in effect in Broward County, Florida, as revised from time to time.

5. Sidewalks shall be provided as required by the city regulations.

6. Handicapped Accessibility shall be provided as required by all applicable regulations.

- D. *Community services and utilities.* All proposed developments shall be designed and located in such a manner as to ensure the adequate provision, use and compatibility of necessary community services and utilities.
1. An adequate sanitary sewer collection system including all necessary extensions and connections, shall be provided in accordance with city standards for location and design. Where necessitated by the size of the development and/or by the unavailability of city treatment facilities, sanitary sewage treatment and disposal systems must be provided in accordance with city and state standards and regulations.
  2. An efficient solid waste collection system, including the provisions of an adequate number of properly screened local receptacles in locations which afford maximum use and collection convenience, shall be provided in accordance with all applicable city standards.
  3. A well designed internal system for fire protection, including the provisions of an adequate number of properly located fire hydrants and an efficient access arrangement for emergency fire vehicles, shall be provided to ensure the safety of all persons within the project.
- E. *Building and other structures.* All buildings and structures proposed to be located within a development shall be oriented and designed in such a manner as to enhance, rather than detract from, the overall quality of the site and its immediate environment. The following guidelines shall be followed in the review and evaluation of all buildings and structures:
1. Proposed buildings and structures shall be related harmoniously to the terrain, other buildings, and the surrounding neighborhood, and shall not create through their location, style, color or texture incompatible physical or visual relationships.
  2. All buildings and structures shall be designed and oriented in a manner ensuring maximum privacy of residential uses and related activities both on the site being developed and property adjacent thereto.
  3. All permanent outdoor identification features which are intended to call attention to proposed projects and/or structures shall be designed and located in such a manner as to be an integral part of the total project and/or structural design and shall not exceed a size and scale necessary for the recognition from vehicles moving along adjacent streets at prescribed legal speeds.
- F. *Level of service standards.* For the purpose of the issuance of development orders and permits, the city has adopted level of service standards for public facilities and services which include roads, sanitary sewer, solid waste, drainage, potable water, and parks and recreation. All Applicants are required to prove concurrency pursuant to the City's Comprehensive Plan and F.S. Chapter 163, as amended from time to time.
- G. *Other requirements.* Requirements and recommendations as provided in the city tree and landscape regulations shall be observed as will the requirements of all applicable standards and regulations.

## **ATTACHMENTS**

Attachment A:	Application Package – Part I Application Package – Part II
Attachment B:	Land Use and Zoning Map
Attachment C:	Public Participation Meeting